

No More Manic Mondays

Building a Culture Where Employees
Want to Come to Work

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North Dakota
LEGENDARY®

Agenda

1. What is culture?
2. Why should you care?
3. How to develop your culture.

Outcomes

1. Step by step process
2. Practical ideas for implementing
3. One employee can make a difference

What is Company Culture?



A company's culture
is a statement of its
values that influences
all actions associated
with the organization.



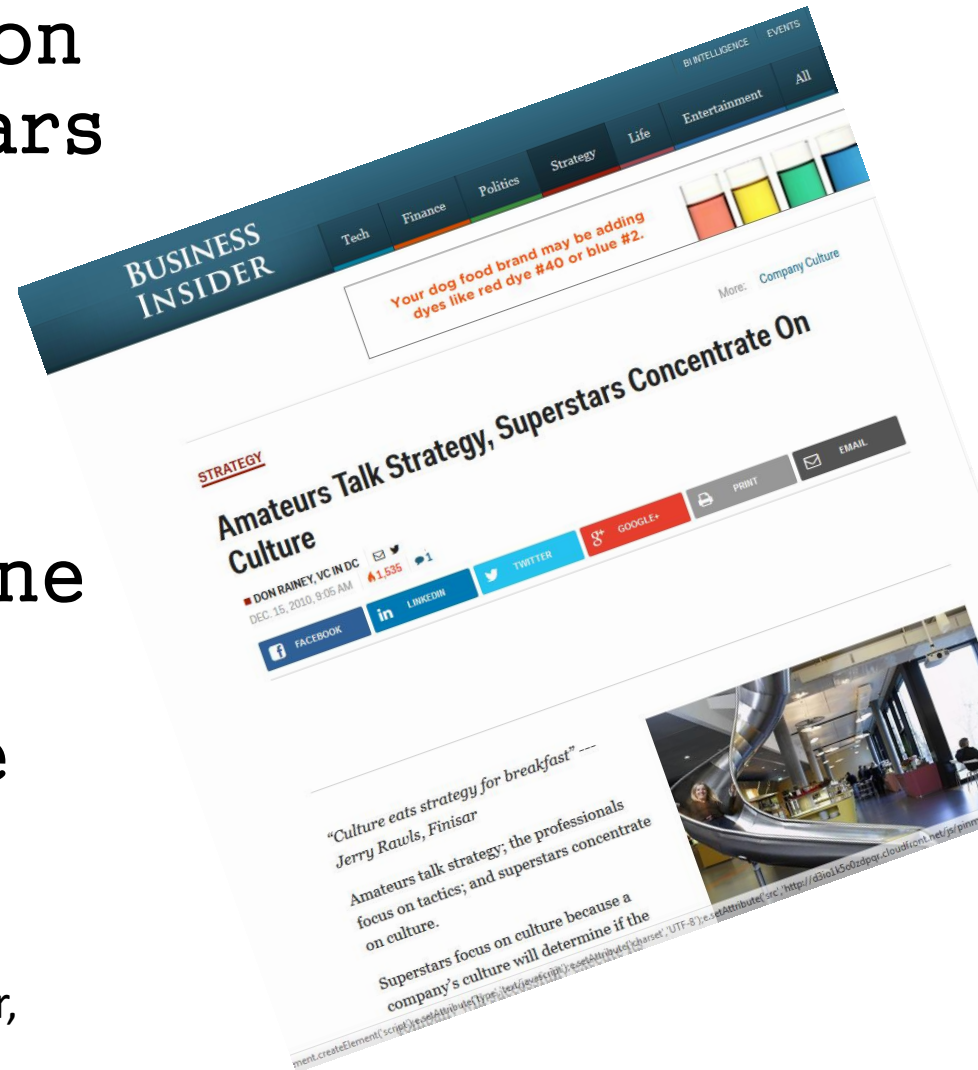
“If you get the culture right, most of the other stuff — like great customer service, or building a great long-term brand, or passionate employees and customers — will happen naturally on its own.”

Tony Hsieh , CEO, Zappos



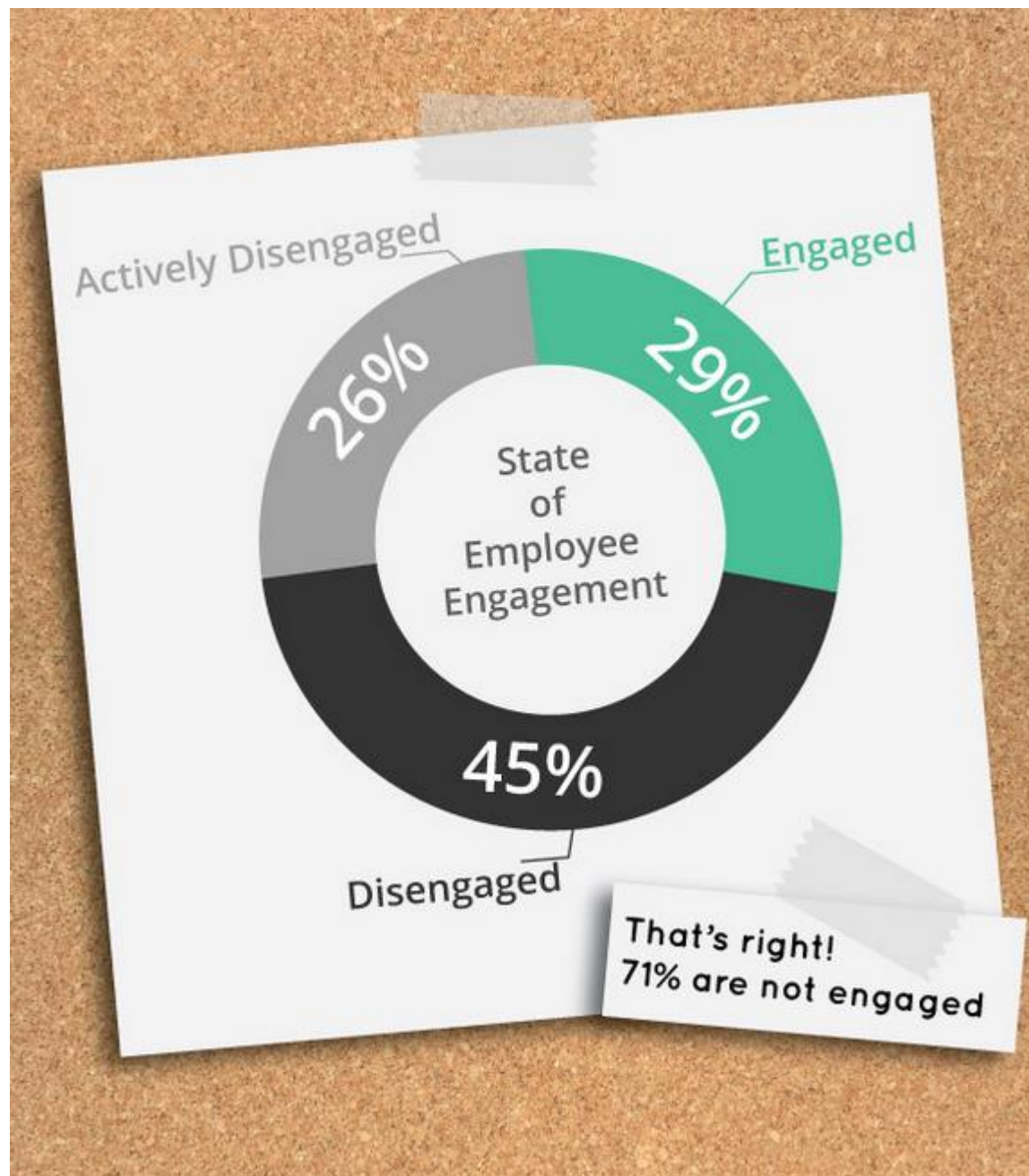
“Amateurs talk strategy; the professionals focus on tactics; and superstars concentrate on culture. “Superstars focus on culture because a company’s culture will determine if the company will successfully execute its strategy and tactics.”

– Jerry Rawls, Chairman of the Board, Finisar,
2010 BusinessInsider.com



Engaged employees
have an emotional
and purposeful
commitment to his
or her organization.





Why Should You Care?

Engaged: 120% Return

Gallup estimates that actively disengaged employees cost the U.S. **\$450 billion** to **\$550 billion** in lost productivity per year.

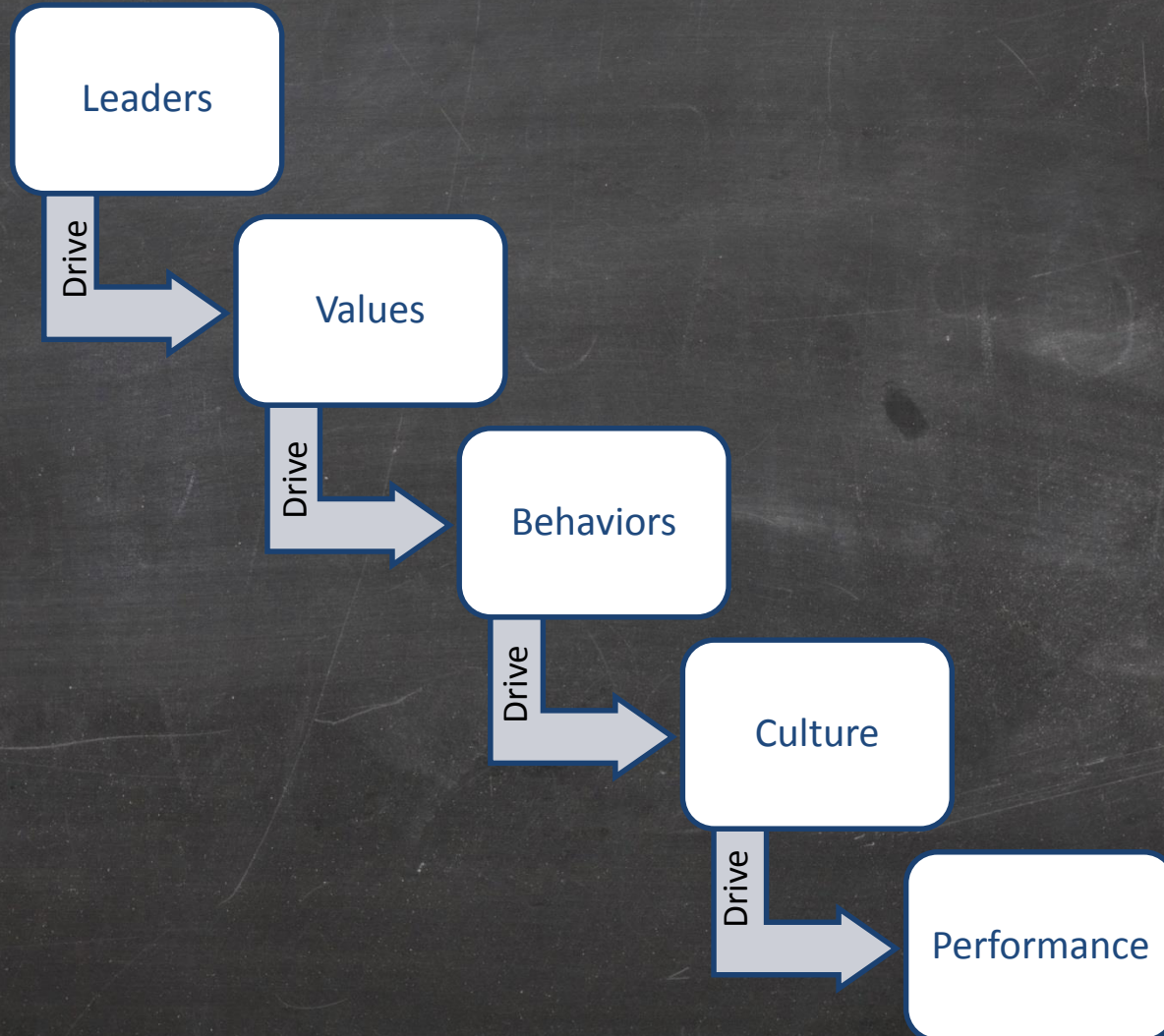
11 billion is lost annually due to employee turnover.

Companies with engaged employees outperform those without by up to 202%



How to Develop Your Culture.

How to Develop Your Culture.





Step 1: Create a Benchmark

Step 2: Reevaluate Values

A company's culture
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with the organization.



JetBlue is the highest ranked in customer satisfaction amongst low-cost carriers in North America, 10 years in a row.

jetBlue

jetBlue VALUES

SAFETY

- Commits to "Safety First"
- Complies with all Regulatory Agencies
- Sets and Maintains Consistently High Standards
- Ensures the Security of Crewmembers and Customers
- Never Compromises Safety

CARING

- Maintains Respectful Relationships with Crewmembers and Customers
- Strives to be a Role Model at Work and in the Community
- Embraces a Healthy Balance Between Work and Family
- Takes Responsibility for Personal and Company Growth

INTEGRITY

- Demonstrates Honesty, Trust and Mutual Respect
- Gives the JetBlue Values a "Heartbeat"
- Will Never Compromise the Values for Short-Term Results
- Possesses and Demonstrates Broad Business Knowledge
- Commits to Self Improvement

FUN

- Exhibits a Sense of Humor and the Ability to Laugh at Self
- Adds Personality to the Customer Experience
- Demonstrates and Creates Enthusiasm for the Job
- Seeks to Convert a Negative Situation into a Positive Customer Experience
- Creates a Friendly Environment Where Taking Risks is Okay

PASSION

- Strives to Meet the Diverse Needs of Crewmembers and Customers
- Champions Team Spirit
- Craves and Delivers Superior Performance
- Enjoys Overcoming Barriers to Good Service
- Looks for Innovative Solutions to Business Issues

Step 3: Traditions & Practices

Employees Want Four Things:

- 1 Regular and Candid Communication with Their Supervisor

Step 3: Traditions & Practices

Employees Want Four Things:

- 1 Regular and Candid Communication with Their Supervisor
- 2 Access to Leadership

Step 3: Traditions & Practices

18 Monday 19 Tuesday 20 Wednesday 21 Thursday 22 Friday

Private Appointment

Senior Staff Meeting
Icelandic Conference Room
Anderson, Alan R.

Lunch with Shelly Peterson from Long Red Lobster
Anderson, Alan R.

Staff Time; Al's Office

Hold-Willis Infrastructure
TBA
Ellison, Donna M.

Lunch with Sakura Jap
Anderson,

MONTHLY CABINET MEETING
Governor's
Andersc

Staff Tim

Coffee with Al
Boneshakers, 1501 Mapleton Ave, Bismarck,
Anderson, Alan R.

Walk Abouts

Staff Time; Al's Office

Staff Time; Al's Office

Vacation

Employees Want Four Things:

- 1 Regular and Candid Communication with Their Supervisor
- 2 Access to Leadership
- 3 Employee Recognition

Step 3: Traditions & Practices

Careers



The North Dakota Department of Commerce is located in the Workforce Safety & Insurance building, also known as the Century Center.

Thank you for your interest in joining our team at Commerce. At the Department of Commerce, our mission is to "lead North Dakota's effort to attract, retain and expand wealth." We achieve this thanks to our dedicated staff of professionals.

At Commerce, our biggest asset is our employees. We look for employees who live by our common values: Focused, Accountable, Innovative, Teamwork and High Trust. Through our values, we set the highest standards for our agency and the employees that represent us.



And, we're not afraid to have a little fun. Just check out the unique things that make the Department of Commerce a top employer in the Bismarck-Mandan area by browsing through our **Culture Book**.



Are you ready to start building a career at the Department of Commerce? If so, view our open job announcements below. To check out other North Dakota state government openings, visit www.nd.gov/hrms.

Looking for an internship? If you want to make a difference for the people of North Dakota, send your resume to NDMatters@nd.gov.



Commerce employees enjoy coffee with Commissioner Al Anderson.

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Weather

Bismarck, USA

Friday, Aug 8



66.6 °F
Clear

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Welcome to Commerce Megan Tracy!

Quick Poll



Have you ever used a 'socialite' from This Week @ Commerce?

No



Yes



Commerce News



[It's Photo Friday on the Travel ND Facebook Page!](#)

Join the fun and share your best "North Dakota Sky" pictures with us at <http://ow.ly/A6H2o> . Check out this one by Gabriel Carlson!

[Office Tidbits](#)

posted 4 minutes ago by [Kim Schmidt](#)

My Profile



Hi Brianna!

I'm hungry.



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Employee Profiles



[Jennifer Gisinger](#)
Business Research
Specialist


Employees Want Four Things:

- 1 Regular and Candid Communication with Their Supervisor
- 2 Access to Leadership
- 3 Employee Recognition
- 4 Close Working Friendships

Step 3: Traditions & Practices



Culture eats
strategy for
breakfast!

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